

What is claimed is:

1. An electronic mail transmitting method in which an information providing server provides users with information through an electronic mail on the Internet, comprising the steps of :

transmitting an electronic mail containing information plus a gift coupon given a lottery number from the information providing server to the user;

checking the electronic mail and accepting receipt of the gift coupon on a user's terminal;

10 storing the information of the user who has accepted receipt of the gift coupon in a database of a gift coupon providing server; and

informing the user of whether he or she has won a gift.

2. The method of claim 1, wherein said checking the electronic mail and accepting receipt of the gift coupon on a user's computer comprises outputting an advertisement page linked relevant to the gift coupon on a screen of the user's terminal.

3. An electronic mail transmitting method in which an information providing server provides users with information through an electronic mail on the Internet, comprising the steps of:

adding a gift coupon list page together with a lottery number to an e-mail containing information and transmitting them from the information providing server to the user;

25 reading the gift coupon list page after receiving the e-mail and selecting

- his or her desired gift on a user's terminal;
- outputting an advertisement page linked to the gift coupon selected by the user on the screen of the user's terminal;
- storing information of the user in a database of the gift coupon providing server when the user accepts receipt of the gift coupon; and
- informing the user of whether he or she has won a gift.
4. An electronic mail transmitting method comprising:
- connecting with a Web server which offers an electronic mail service and
- 10 writing an e-mail message;
- transmitting the e-mail enclosing a gift coupon given a lottery number from a sender who has written the e-mail message to a recipient;
- checking the e-mail and accepting receipt of the gift coupon on a recipient's terminal;
- 15 storing information of the recipient who accepted receipt of the gift coupon in a database of a gift coupon providing server; and
- informing the recipient of whether he or she has won a gift.
5. The method of claim 4, wherein said transmitting the e-mail
- 20 enclosing a gift coupon given a lottery number from a sender who has written the e-mail message to a recipient comprising the steps of:
- outputting a gift coupon list page containing banner advertisements with various gift menus on the screen of the sender's terminal in case that the sender selects the button for sending the e-mail together with the gift coupon; and
- 25 outputting an advertisement document corresponding to the banner

advertisement on the screen of the sender's terminal when the sender selects one of the banner advertisements arranged in the gift coupon list page.

6. The method of claim 4, wherein said checking the e-mail and
5 accepting receipt of the gift coupon on a recipient's terminal comprises outputting an advertisement page linked relevant to the gift coupon on the screen of the recipient's terminal.

7. An electronic mail transmitting method comprising:
10 connecting with a Web server which offers an electronic mail service and writing an e-mail message;
transmitting the e-mail enclosing a gift coupon list page containing banner advertisements with various gift menus each having lottery number from a sender who has written the e-mail message to a recipient;
15 reading the gift coupon list page and selecting his or her desired gift on the recipient's terminal;
outputting an advertisement page linked to the gift selected by the recipient on the screen of the recipient's terminal;
storing information of the recipient in a database of the gift coupon
20 providing server when the recipient accepts receipt of the gift coupon; and informing the recipient of whether he or she has won a gift.

8. A method for transmitting an e-mail by using a communication program installed in a user's computer, comprising the steps of:

25 driving the communication program installed in his or her own computer

- terminal and writing an e-mail message;
- transmitting the e-mail enclosing a gift coupon given a lottery number from a sender to a recipient;
- 5 checking the e-mail and accepting receipt of the gift coupon on the recipient's terminal; and
- informing the recipient of whether he or she has won a gift.

9. The method of claim 8, wherein the communication program is downloaded from a gift coupon providing server which provides a gift coupon and
10 installed in the user's computer.

10. An Internet e-mail system comprising:
 a client computer;
 an information providing server for enclosing a gift coupon given a lottery
15 number in an e-mail containing specific information and transmitting it to the client
 computer; and
 a gift coupon providing server for providing an advertisement page
 corresponding to the gift coupon to a recipient and informing the recipient of
 whether he or she has won a gift, in case that the recipient accepts receipt of the
20 gift coupon upon receipt of the e-mail,
 wherein the client computer, the information providing server and the gift
 coupon providing server are connected through the Internet.

11. An Internet e-mail system comprising:
25 a plurality of client computers used by an sender of an e-mail and its

recipient;

a Web server for offering an e-mail service so that the sender of an e-mail can transmits his or her e-mail together with a gift coupon given a lottery number to the recipient's computer; and

5 a gift coupon providing server for providing an advertisement page corresponding to the gift coupon to a recipient and informing the recipient of whether he or she has won a gift, in case that the recipient accepts receipt of the gift coupon upon receipt of the e-mail,

10 wherein the plurality of client computers, the Web server and the gift coupon providing server are connected through the Internet.